

Yunfei (Jesse) Yao

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CURRENT POSITION

Chinese University of Hong Kong, Assistant Professor of Business Administration, July 2023 - present

EDUCATION

University of California, Berkeley, Ph.D. Business Administration, 2023

Stanford University, Exchange student in Economics, 2019

University of Michigan, B.S. Mathematics, B.S. Statistics, 2017

Peking University, Major in Mathematics, 2012 - 2015

PUBLICATIONS

- **Dynamic Persuasion and Strategic Search** *Management Science*, forthcoming
- **A Dynamic Model of Optimal Retargeting** (with J. Miguel Villas-Boas) *Marketing Science*, 2021

WORKING PAPERS

- **Multi-attribute Search and Informative Advertising**
- **Failure of Reputation for Privacy**
- **Choice Deferral and Search Fatigue**
(with Z. Eddie Ning and J. Miguel Villas-Boas)
- **Precision-Recall Tradeoff in Algorithmic Targeting**
(with Ganesh Iyer and Zemin (Zachary) Zhong)

TEACHING

- Instructor, Digital Marketing (MS), 2023
- Graduate Student Instructor, Game Theory (MBA), 2023
- Graduate Student Instructor, Marketing Strategy (MBA), 2022
- Graduate Student Instructor, Microeconomic Theory (PhD), 2020
- Graduate Student Instructor, Marketing (undergraduate), 2019

INDUSTRY EXPERIENCE

SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

HONORS AND AWARDS

- Center for Equity, Gender, and Leadership Research Grants, 2023
- Institute for Business Innovation Research Grant, 2023
- Journal of Industrial Economics Fellow, 2022
- ISMS Doctoral Consortium Fellow, 2020, 2021
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020
- Sasakawa Young Leadership Fellowship, 2018
- Dean of the graduate division award, 2017

TALKS

ISMS Marketing Science Conference	2023
Bay Area Marketing Symposium	
Berkeley Economics Theory Lunch	
17th Annual Bass FORMS Conference (Discussant)	
Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference	2022
(one of four <i>JIE fellows</i>)	
Peking University	
Nova School of Business and Economics	
University of Melbourne	
University of Texas at Dallas	
University of Rochester	
Hong Kong University of Science and Technology	
Chinese University of Hong Kong	
University of Illinois Urbana-Champaign	
University of California, Berkeley	
Berkeley Economics Theory Lunch *2	

ADVISING

- Teng Yu, Independent Research supervisor